

Corey Lane

## New Order

Agency: Main Street Media Group  
 Office: Alexandria  
 Client: 41 - Ted Cruz for US Senate  
 Product: 112 - Ted Cruz for US Senate  
 Piggyback Product:  
 Estimate: 1264 - TED CRUZ TV 10.23-11.6.12

Station: KXAS  
 Order Type: Normal  
 Cancel Date:  
 Billing Cycle: Monthly  
 Billing Calendar: Broadcast  
 Received in ePort: 10/19/2012 3:41:11 PM

Flight Start: 10/23/2012  
 Flight End: 11/06/2012  
 Hiatus:

# 343258

Airtime Dollars: \$94,410.00  
 Interactive Dollars: \$0.00  
 Non-Airtime Dollars: \$0.00  
 Total Dollars: \$94,410.00  
 Total Spots: 70

Primary Demo: A35+  
 Demo 2:  
 Demo 3:  
 GRP: 192.40  
 CPP: \$490.70  
 GIMP: 0  
 CPM: \$0.00  
 Comments: Separation: 30

Local/National: National  
 Rep Office: NBC Local Media (KXAS)  
 AE: Corey Lane  
 Phone:  
 OrderID: 2337642  
 Status: Forwarded

MarketShare:

## Daily Airtime Lines

Tu WTh FS Su M Tu WTh FS Su M

| Line No | Daypart (Program)                               | DPT Code | Rate               | C/T | Len |       |       |       |       |       |       |       |       |       |      |      |      |      |      |     | Total Spots | A35+     |     |     |  |
|---------|---|----------|--------------------|-----|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|-----|-------------|----------|-----|-----|--|
|         |   |          |                    |     |     | 10/23 | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | Rtg |             | CPP      | Imp | CPM |  |
| 1       | TuWThFM 5:30A-6A<br>NBC5 TODAY AT 5:30AM        | RT       | \$855.00           | C   | 30  | 1     | 1     | 1     | 1     | 0     | 0     | 1     | 1     | 1     | 1    | 1    | 0    | 0    | 1    | 11  | 2.00        | \$427.50 |     |     |  |
| 2       | TuWThFM 6A-7A<br>NBC5 TODAY AT 6AM              | EM       | \$1,425.00         | C   | 30  | 1     | 1     | 1     | 1     | 0     | 0     | 1     | 1     | 1     | 1    | 1    | 0    | 0    | 1    | 11  | 2.60        | \$548.08 |     |     |  |
| 3       | TuWThFM 4P-5P<br>NBC5 FIRST AT 4                | EF       | \$665.00           | C   | 30  | 1     | 1     | 1     | 1     | 0     | 0     | 1     | 1     | 1     | 1    | 1    | 0    | 0    | 1    | 11  | 2.30        | \$289.13 |     |     |  |
| 4       | TuWThFM 5P-5:30P<br>NBC5 NEWS AT 5PM            | EN       | \$950.00           | C   | 30  | 1     | 1     | 1     | 1     | 0     | 0     | 1     | 1     | 1     | 1    | 1    | 0    | 0    | 1    | 11  | 3.00        | \$316.67 |     |     |  |
| 5       | TuWThFM 6P-6:30P<br>NBC 5 NEWS AT 6PM           | EN       | \$1,150.00         | C   | 30  | 1     | 1     | 1     | 1     | 0     | 0     | 1     | 1     | 1     | 1    | 1    | 0    | 0    | 1    | 11  | 2.80        | \$410.71 |     |     |  |
| 6       | TuWThFM 10P-10:35P<br>NBC5 NEWS AT 10PM         | LN       | \$2,470.00         | C   | 30  | 1     | 1     | 1     | 1     | 0     | 0     | 1     | 1     | 1     | 1    | 1    | 0    | 0    | 1    | 11  | 3.10        | \$796.77 |     |     |  |
| 7       | Sa 10P-10:30P<br>NBC5 NEWS AT 10PM              | LN       | \$1,710.00         | C   | 30  | 0     | 0     | 0     | 0     | 1     | 0     | 0     | 0     | 0     | 0    | 0    | 1    | 0    | 0    | 2   | 3.30        | \$518.18 |     |     |  |
| 8       | Su 10:30P-11P<br>NFL LATE NEWS-SUNDAY-NON-LOCAL | LF       | \$3,325.00         | C   | 30  | 0     | 0     | 0     | 0     | 0     | 1     | 0     | 0     | 0     | 0    | 0    | 0    | 0    | 0    | 1   | 6.00        | \$554.17 |     |     |  |
| 9       | Su 10:30P-11P<br>NFL LATE NEWS SUNDAY - LOCAL   | LF       | 5700<br>\$5,000.00 | C   | 30  | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0    | 0    | 0    | 1    | 0    | 1   | 6.00        | \$833.33 |     |     |  |

## New Order (Page 2)

|                                     |                                       |  |
|-------------------------------------|---------------------------------------|--|
| Agency: Main Street Media Group     | Station: KXAS                         | Order ID: 2337642                          |
| Client: 41 - Ted Cruz for US Senate | Product: 112 - Ted Cruz for US Senate | Estimate: 1264 - TED CRUZ TV 10.23-11.6.12 |
| Flight Start: 10/23/2012            | Flight End: 11/06/2012                | Received in ePort: 10/19/2012 3:41:11 PM   |

| Line<br>No   | Daypart<br>(Program) | DPT<br>Code | Rate | C/T | Len | Flight Dates      |       |       |       |       |       |       |       |       |      |      |      |      |      |  | Total<br>Spots | A35+ |     |     |     |
|--------------|----------------------|-------------|------|-----|-----|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|------|------|------|--|----------------|------|-----|-----|-----|
|              |                      |             |      |     |     | Period 10/23-11/5 |       |       |       |       |       |       |       |       |      |      |      |      |      |  |                | Rtg  | CPP | Imp | CPM |
|              |                      |             |      |     |     | 10/23             | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | 10/30 | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 |  |                |      |     |     |     |
| Total Spots: |                      |             |      |     |     | 6                 | 6     | 6     | 6     | 1     | 1     | 6     | 6     | 6     | 6    | 6    | 1    | 1    | 6    |  |                |      |     |     |     |
| Total GRP:   |                      |             |      |     |     | 15.8              | 15.8  | 15.8  | 15.8  | 3.3   | 6.0   | 15.8  | 15.8  | 15.8  | 15.8 | 15.8 | 3.3  | 6.0  | 15.8 |  |                |      |     |     |     |

| Line No  | Daypart (Program)                               | DPT Code | Rate       | C/T | Len |                | Total Spots | Rtg  | CPP      | A35+ Imp | CPM |  |
|--|---|----------|------------|-----|-----|----------------|-------------|------|----------|----------|-----|--|
| 1  | TuWThFM 5:30A-6A<br>NBC5 TODAY AT 5:30AM        | RT       | \$855.00   | C   | 30  | 1              | 11          | 2.00 | \$427.50 |          |     |  |
| 2  | TuWThFM 6A-7A<br>NBC5 TODAY AT 6AM              | EM       | \$1,425.00 | C   | 30  | 1              | 11          | 2.60 | \$548.08 |          |     |  |
| 3  | TuWThFM 4P-5P<br>NBC5 FIRST AT 4                | EF       | \$665.00   | C   | 30  | 2 — 30 min seg | 11          | 2.30 | \$289.13 |          |     |  |
| 4  | TuWThFM 5P-5:30P<br>NBC5 NEWS AT 5PM            | EN       | \$950.00   | C   | 30  | 1              | 11          | 3.00 | \$316.67 |          |     |  |
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| 6  | TuWThFM 10P-10:35P<br>NBC5 NEWS AT 10PM         | LN       | \$2,470.00 | C   | 30  | 1              | 11          | 3.10 | \$796.77 |          |     |  |
| 7  | Sa 10P-10:30P<br>NBC5 NEWS AT 10PM              | LN       | \$1,710.00 | C   | 30  | 0              | 2           | 3.30 | \$518.18 |          |     |  |
| 8  | Su 10:30P-11P<br>NFL LATE NEWS-SUNDAY-NON-LOCAL | LF       | \$3,325.00 | C   | 30  | 0              | 1           | 6.00 | \$554.17 |          |     |  |
| 9  | Su 10:30P-11P<br>NFL LATE NEWS SUNDAY - LOCAL   | LF       | \$5,000.00 | C   | 30  | 0              | 1           | 6.00 | \$833.33 |          |     |  |
| Total Spots:   |   |          |            |     |     | 6              |             |      |          |          |     |  |
| Total GRP:   |   |          |            |     |     | 15.8           |             |      |          |          |     |  |
| Cash\$ - Spots: \$94,410.00 - 70 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$94,410.00 Total GRP - CPP: 192.4 - \$490.70 Total GIMP(000) - CPM: 0 - \$0.00 |   |          |            |     |     |                |             |      |          |          |     |  |

11/6 TO 11-9A Today Show  
2x @ 1425 CDR

↓ TO 11-1130a 1x @ 285 CDR

10/29 Mon 1430-5a @ 70 LVR